



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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SPRING READY-TO-WEAR: ACCENT ON TUNICS, SUITS, JUMPSUITS

American Spring RTW uses many trends shown at the Paris Pret-a-Porter, pays attention to slits, Moroccan looks and sarong-tied hips, but comes through with its own inimitable "made in America" flavor. Jumpsuits continue, bolstered by customer acceptance. The short dinner dress gains in fashion, but the customer still prefers long.

STYLING: very, very SOFT and EASY, with a great deal of flow via BLOUSING, TUCKING, SHIRRING, DRAPING ... TUNICS dominate ... also, increased emphasis on CLASSICS: The "TAILLEUR" SUIT returns, sparked by Fall's VEST success, and elegantly all-one-color ... Newness in pants is seen in the bloused ankle and a greater variety of lengths: short, Bermuda, Jamaica, clamdigger.

DRESSES: Longish TUBE TUNICS over skirts or pants are IT -- from casual cotton graph check shirt-tunic (de la Renta) to tunic coats (Halston) to tunics with layering -- side-slit tunic over pants or skirt with bolero vest (Cathy Hardwick) ... the DRESS PLUS: ultrasuede wrap overskirt/crepe de chine dress (Kasper) -- the "over suit" with pin dot dress (Trigere) -- the reverse-stitch knit cardigan with sleeveless drawstring chemise ... the SUPER SOFT BLOUSON -- drawstring dropped torso (John Anthony) -- with knife-pleated skirt (de la Renta) -- two-piece crepe de chine print (Halston) ... OFF THE SHOULDER important -- with signature tucking in floral print voile (Albert Nipon) -- no-color Liberty print with string ties (Cathy Hardwick) ... The slim ELEGANT DAY DRESS returns via draping on wrap silhouettes (Halston, Stephen Burrows) -- understated slim jersey with push-up sleeves (Halston).

SUITS: BLAZERS plus VESTS mark the road leading to the return of suits with skirts ... the HACKING JACKET as the alternative blazer cut ... THREE and FOUR PIECE COSTUMES very important -- peach fibranne blazer, vest, silk print blouse and knife pleated skirt (Ernst Strauss) ... CHANELS take a new crochet lease on life (Blass) -- cotton knit (Mady Gerrard) ... ULTRASUEDE is used extensively -- with contrasting outlines (Belle Saunders/Abe Schrader) -- with toned-to-match silk chiffon blouses (Halston) -- also, young and unconstructed, grey hooded wrap jacket and skirt with red double needle stitching (Stephen Burrows) ... PANTSUITS, while there, are a definite fashion minority.

JUMPSUITS lead the pants pack -- mechanic's (Concept VII) -- rolled sleeved pin stripe pit suit (Gayle Kirkpatrick/Tudor Square) -- denim trouser pleat with vest (Rafael) -- drawstring waist (Lew Prince of Aldrich) -- tied waist (D.D. Dominick) -- with jacket (Genre) -- tailored tweed (John Anthony) -- high waist clamdigger (Cathy Hardwick).

EVENING: Opulent versions of the dominant day trends, skirted or pantied ... OFF-SHOULDER most important here -- print crepe de chine pajama, chiffon nightdress jumpsuit (Halston) -- white crepe (Gamut), flowered voile (Nipon) ... HAREM SKIRTS and PANTS very new (Mary McFadden, Holly's Harp) ... BLOUSED pale matte jersey shirtdress (Ronald Kolodzie/Concept VII) ... HANDKERCHIEF HEMS ... PONCHO TUNICS -- diaphanous over pants (continued on page 2)

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AMERICAN SPRING RTW (continued from page 1)

-- over slipdress (Trigere) ... the ultimate MOROCCAN look: the hand-painted silk crepe de chine (de la Renta).

DETAILS: Turn-back CUFFS on sleeves and pants ... deep SIDE SLITS ... SWINGY PLEATS ... COWL NECKLINES ... long torso ELASTICIZED SHIRTING, TUCKING ... SERPENTINE zippers ... DRAWSTRINGS at waist or hip ... HIP-SLUNG belts and ROPES ... ACCESSORIES TO NOTE: gold mesh bra under open chiffon shirts (Halston) -- red shoes becoming a refreshing basic (Burrows).

FABRICS: COTTON leads the NATURALS: menswear shirting, graph checks, chambray, chintz, voile, poplin, batiks, striped gauze, denim ... LINEN and linen-like FIBRANNE return ... whisper weight FLANNEL and GABARDINE ... ULTRASUEDE coming into the mainstream market -- also "Nu-Suede" ... SILKS very important -- crepe de chine, honan, shantung, chiffon, georgette, jacquard ... MATTE JERSEY.

COLORS, PRINTS: WHITE is numero uno -- black, red and navy, used chiefly in combinations ... GREY, from pearl to elephant ... SMOKY PARFAIT tints: green mist, ice blue and bois de rose ... NO-COLOR PALES -- oyster, ecru, ivory, stone and seafoam ... the newest prints are MONOTONE-COLOR-and-WHITE ... many STRIPES.

DISPLAY MARKET AT NEW PERMANENT SHOWROOM

The 34th Spring Market of the National Association of Display Industries, Dec. 6-9, will be presented at the new permanent headquarters, Visual Merchandising Center, N.Y., 120 E. 23rd St. (G.M. Valenti, YU 2-6571).

"AMERICAN WOMEN OF STYLE" AT MET. MUSEUM

On Dec. 13, the Costume Institute of the Metropolitan Museum of Art in N.Y. will open its Bicentennial exhibition, American Women of Style. On view through Aug., 1976 will be costumes and portraits of 10 extraordinary women of the past 75 years. Diana Vreeland, special consultant to the Costume Institute, (with the assistance of the Staff and through a grant from SCM Corp.) has organized the exhibit (82nd St. & 5th Ave.).

"AMERICAN FASHION": A STUDY OF 5 CREATORS

Five leading fashion authorities have compiled an impressively comprehensive book, "American Fashion, The Life and Lines of Adrian, Mainbocher, McCardell, Norell, Trigere." Edited by Sarah Tomerlin Lee (president of Tom Lee Ltd.) for the Fashion Institute of Technology, this book, recording the accomplishments of five American fashion creators, will appeal to a very large audience -- from manufacturing and retailing fashion executives to students to non-professionals interested in fashion. It will have its place on bookshelves, along with the books of James Laver -- and will be the perfect Christmas gift (\$35.00).

ADRIAN: Creator of Hollywood fashions and stars' wardrobes, is clearly portrayed by Robert Riley (Director of Design Laboratory, F.I.T.) "...was one of the American designers capable of making an individual statement ...his trim suits and slinky crepe dresses were reproduced in every price bracket."

MAINBOCHER: His work and life are interpreted by Dale McConathy (former arts editor of Vogue). As editor of French Vogue, Mainbocher, the "last great snob" of the couturier world, developed the critical eye and fashion feeling that kept his special clients coming to him for his outstanding custom-order.

CLAIRE MCCARDELL: Innovator of extraordinarily functional concepts that are as contemporary, influential and timeless today as they were when designed 25 years ago, is described by her personal friend, Sally Kirkland (Fashion Editor of Life Magazine).

NORELL: Bernadine Morris (N.Y. Times) gives a detailed account of Norman Norell's complete dedication to quality and skilled craftsmanship. His couture RTW included understated day dresses; superbly tailored coats & suits; and sequin-studded evening fashions.

TRIGERE: Elegant simplicity and totally smooth tailoring and design have established Pauline Trigere as one of the major forces in American design, vividly described by Eleni Sakes Epstein (The Washington Star).

Published by Quadrangle/The N.Y. Times Book Co., 10 E. 53rd St. - 496 pages, 48 in full color, 600 halftones (from 50 leading photographers and artists). Norell's famous 1948 black & white organza gown, photographed by Louise Dahl-Wolfe, makes the very attractive cover.

RAIN-AND-SHINE WEAR REIGNS FOR SPRING

OVERVIEW: Trans-season rain-and-shine wear continues to be the coat concept for Spring in the rainwear and traditional coat markets. The skirt and dress revival, at long last a reality, is revitalizing coat business. Many stores (and not just rainwear departments) are ordering casual looking rain-and-shine suits from both markets, because suits are enjoying a well-deserved revival. Additional note: Much swimwear is now of world-wide manufacture. Poland, along with the Far East, is becoming a production center for finely detailed rainwear.

COAT SHAPES: REEFERS, the Fall success, double-breasted, pocketed, back-belted -- in Nino poplin (Calvin Klein) -- are expected to share volume honors with TRENCHES -- classically detailed (Beged-Or), with flanged yoke treatments (Gallant) -- newly pencil-slim-but-not-tight (John Anthony) ... and with EASY WRAPS -- bi-color melon/green mist, drop shoulder, wing collar (Bill Blass/Bond Street) -- dressmaker with interesting pleated ascot that becomes a rain hood (Donald Brooks/Main Street) -- black cire satin which doubles for evening (Gallant) ... BALMA-CAANS, the newest classic revival, hold great promise, ranging from classic gabardine (Max Adler/T.T. Mallo) -- to a snap front, snap sleeve version of Givenchy (Judy Scates/Raincheetahs) -- to rubberized white English riding cloth (Aquanala) -- to slim front with full, pleated or shirred capelet yoke backs (Anthony, Blass) -- to the ultimate pleated back in silk shantung (Blass) ... SHIRT LOOKS are simple and basic or very high fashion: self-lined shirttail poplin, yoked and shirred (Pierre Cardin) ... SMOCKS are full, soft, tucked (Raincheetahs) -- wrapped with petal collar (T.T. Mallo) -- pared down choir boy with stitched yoke and cuffs (Aquatogs) -- artists' smock in Nino poplin (Count Romi) ... the DRESSMAKER look is achieved with elasticized smocked waists, drawstring or tunnel belts -- with circular skirts (Haire for Friedrichs) -- with deep armholes or high cuffed sleeves (Pioggia) -- with contrasting piping, hoods and scarves (Braefair) ... PONCHO CAPES will be strong items, based on some Fall success -- the slicker poncho with oversized plastic zippers (T.T. Mallo).

COSTUMES -- assembled from separate pieces:

Reversible easy-over anything coats with skirts (Ilie Wacs, Luba) -- signature animal print balmacaan with wrap skirt (Raincheetahs) -- entire line of suits, jumpsuits, capes and coats work together (Luba) -- red vinyl/matching pants (Gamut).

UNLINED SHELL COATS, introduced last Fall, are another innovative concept. Designed for travel, for summer, for layering over wool shell coats, they also double as dresses -- in chintz (John Anthony) -- in iridescent Byrd cloth (Raincheetahs).

RAIN-AND-SHINE RTW is fashion, gaining in volume -- as SUITS -- Western and Norfolk jackets with generous wrapover skirts elasticized at sides in lush color, feather weight poplin (Romi) -- riding jacket vested suit (Luba) -- bathrobe and shirtjacs with wrap skirts -- as SEPARATE PUT TOGETHERS (Cardin, Beged-Or) -- as RAINSHIRT with self-pouch bag (Friedrichs).

DETAILS LOOK RICH: Tucking, stitching and shirring are major -- PINTUCKED shoulders, yokes, cuffs, hips -- RAILROAD and RIBBON STITCHING on collars, plackets, cuffs ... DRAMATIC COLLARS ... DETACHED YOKES, CAPE-LETS, VESTS that wrap, tie, or buckle ... WIDE SLEEVES, a European trend, with turn-back cuffs or snap-open slits ... TOGGLES are important, young and fresh ... HOODS.

FABRICS: The news is in the finishes -- POLYURETHANE coatings, dull or shiny, and RUBBERIZING makes fabrics water-proof -- GLAZING creates all-important CIRE and CHINTZ ... SHANTUNG and PONGEE, sometimes silk for luxury -- GABARDINE a classic -- POPLIN continues the volume leader, with emphasis on fine quality Nino ... a few leather look-alikes: Ultrasuede, Ultra Antelope, Adapti, Glove-skin.

COLORS: Naturals from champagne to Spanish tan for volume ... then terra cotta, mocha, honey ... pearl grey in-coming -- stone blues important ... key brights: melon, apple green, rosy red, buttercup ... white, olive drab, Malaga, Duponnet ... black is major, especially shiny.

DATES TO REMEMBER IN 1976

Feb. 2.....Summer RTW in N.Y.

April 3-7....Pret-a-Porter in Paris

Oct. 23-27...Pret-a-Porter in Paris

FI BOUTIQUE BEAT -- NEW YORK -- WEST AND EAST SIDE

One of the best areas for boutique shopping is Manhattan's Upper West Side. Among the group listed below, FI particularly liked Looking Too and Off Broadway for their excellent RTW; and Nairobi for their beautiful handcrafted items.

Stone Free, 105 West 72nd St., 362-9620.

Men's and women's sportswear, outerwear, jeans and accessories. Moderate prices. Stone Free Kids, branch for infants and children, 124 W. 72nd St., 362-8903.

Bibi Hart, Inc., 135 West 72nd Street, 362-8840. Sweaters, sportswear, dresses, coats, jackets, accessories -- for day and evening.

Off Broadway, 139 W. 72nd St., 873-0807. Marvelous imported and domestic apparel -- all crammed together -- plus bags, belts, jewelry and scarves. Moderate to expensive.

Grecophilia, Inc., 139 West 72nd Street, 877-2566. Lots of sportswear and accessories; including rugs from Greece. (Branch at 1143 First Ave., 688-0190).

Looking Too, 211 West 72nd St., 874-0400. Mark Goldstein's attractive, newly renovated shop features a fine assortment of imported RTW, including D'Alby, Hechter, Rafael, Michel Comte, Margit Brandt, others; also, domestic RTW, as well as items that are made exclusively for this shop. Some accessories. Just Looking, 2275 Broadway at 82nd St., 799-6225, a larger version of this store.

Nairobi, 207 West 72nd St., 724-4233. Specializes in African, international and domestic handicrafts. Of special interest, the Kissi stone carvings from Kenya, the banana fiber varnished baskets, table mats, wall hangings. Judy Collett's knitted hats and jewelry; jewelry by Beth Khoury & Ruth Ottaway.

The West Side Boutique, 239 West 72nd St., 787-5472. This tiny jewelry store, with its entrance a few steps below street level, is a treasure trove of handcrafted necklaces, rings and bracelets, ranging from antique pieces to designs by owner David Saity. Variety of items, priced from very modest to expensive.

EAST SIDE

Basha 'n Things, 908 Madison Ave., 794-8877. Special apparel for day and evening wear. Also accessories.

Pan American Phoenix, 927 Madison Avenue, 249-3580. Dresses, separates, accessories, fabrics, gift items. 98 percent of the stock is Mexican; the balance, from Peru and Guatemala.

Jaro Jewelry Galleries, 955 Madison Avenue. Opened in November. At present, it is featuring the Czechoslovakian born Jaro's unique individual gold and silver jewelry, which has a sculptured look. Other craftsmen's work will be shown during the year. Prices range from \$50 to \$300 for silver; \$75 to \$2500 for gold.

Nancy & Co., 986 Madison Ave., 628-6611. Nancy Schneider's new image (she is now the sole owner since dissolving the partnership with Henry Lehr). This shop has much more sophisticated merchandise -- from Issey Miyake, Emmanuelle Khanh, Christian Aujard. Special one of a kind items and good accessories.

Valeska, 123 East 77th Street, 628-6665. Excellent sportswear, separates, dresses, outerwear, accessories -- domestic and imported. (Also at 822 Lexington Ave., 752-6895; and 254 West 72nd St., 724-9473).

Jill of Story Hill, 1186 Lexington, 988-1040. Unusual antique, gift items, china, books. Some articles of clothing and jewelry.

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